eventScribe® App
Sponsor Opportunities

INCREASE REVENUE & ENGAGEMENT!
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTRODUCTION</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>EXPRESS LEVEL OPTIONS</strong></td>
<td>5</td>
</tr>
<tr>
<td>Home Screen Tiles</td>
<td>6</td>
</tr>
<tr>
<td>Home Screen Buttons</td>
<td>11</td>
</tr>
<tr>
<td>Sponsor Splash Screen</td>
<td>12</td>
</tr>
<tr>
<td><strong>STANDARD LEVEL OPTIONS</strong></td>
<td>13</td>
</tr>
<tr>
<td>Home Screen Sticky Banner</td>
<td>14</td>
</tr>
<tr>
<td>Rotating Graphics</td>
<td>15</td>
</tr>
<tr>
<td>Sponsored Push Notifications</td>
<td>17</td>
</tr>
<tr>
<td><strong>PRO LEVEL OPTIONS</strong></td>
<td>18</td>
</tr>
<tr>
<td>Full Screen Advertisement</td>
<td>19</td>
</tr>
<tr>
<td>Sponsored Presentations</td>
<td>20</td>
</tr>
<tr>
<td>Sub-Page Banners</td>
<td>21</td>
</tr>
<tr>
<td>Exhibitor Badges</td>
<td>24</td>
</tr>
<tr>
<td><strong>EXPO SCAVENGER HUNT</strong></td>
<td>25</td>
</tr>
<tr>
<td><strong>RESOURCES</strong></td>
<td>27</td>
</tr>
</tbody>
</table>
ABOUT THE APP
The eventScribe® mobile event app makes it easy for attendees, exhibitors, and speakers to connect. Attendees can access their personal schedule right from the palm of their hand. They can track which exhibitors they’ve visited, download speaker presentations, and take notes from their smartphone or tablet. To learn more, visit www.eventScribe.com.
**Responsive Design Mobile Experience**
The app is a responsive design mobile experience. The graphics will adjust how much they show based on the size of the screen and the orientation of the device. Some of your image information will be unviewable on certain devices.

**What is The Bleed Area?**
The bleed area (red area in the example image) may or may not be displayed in the app, depending on which device it is displayed on. Any background graphics or colors can extend into this area, but important text or images should not.

**What is The Safe Area?**
The safe area of the graphic will always be visible in the app, no matter the device the app is being used on. All important graphics or text should be included here, but cannot extend to the bleed area.
Acceptable File Types
In providing any artwork for Sponsors, files will need to be sent in specific formats. We allow the following formats: Packaged InDesign, Layered Photoshop, and Packaged Illustrator files. Many times we will need to alter your artwork in order to fit multiple size requirements. The artwork specifications in the following pages must be also followed.

Packaged InDesign File
Packaged InDesign files gather copies of all images and fonts used in the document along with a copy of the InDesign document itself into a single folder that you can easily deliver to us. You can find this option by clicking File > Package. When the package is complete, the result will be a folder with fonts, images, and your InDesign file.

Photoshop File
When working in Photoshop, a system called “Layers” is used. This allows the user to work with the images’ individual layers even after the file has been saved. When providing Photoshop files, make sure the layers are intact and have not been flattened.

Illustrator File
Similar to InDesign, fonts and images must be packaged in order for us to open your file. With Creative Cloud, choose File > Package to package the Illustrator file. If you have a previous version, you must choose to “Embed” any photo elements and convert any text to outlines.
Ads have Multiple Orientations

Multiple Orientations
Sponsor ads will automatically resize depending on the rotation of your device, so the ad always looks great!
Express Level
Options
Sponsorship #1:
Home Screen Tiles

**Dimension requirements for 1/4 width ad**

- **400px**
- **600px**
- **SAFE AREA**
  - **380w x 260h**
- **70px bleed area on top and bottom**
  - DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE
- **110px bleed area left + right**
Sponsorship #1:
Home Screen Tiles

Dimension requirements for 1/3 width ad

SAFE AREA
550w x 260h

70px bleed area top + bottom
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE

125px bleed area left + right

400px

800px
Sponsorship #1:
Home Screen Tiles

Dimension requirements for 1/2 width (skinny)

SAFE AREA
850w x 260h

70px bleed area top + bottom
DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE

175px bleed area left + right

1200px

400px
Sponsorship #1: Home Screen Tiles

Dimension requirements for 1/2 width (tall)

Dimensions:
- 1200px wide
- 800px tall
- 70px bleed area top + bottom

Safe Area:
- 730w x 660h
- 235px bleed area left + right

DO NOT INCLUDE IMPORTANT TEXT/IMAGES HERE
Sponsorship #1: Home Screen Tiles

Dimension Requirements for Full Width

You can make this ad as tall as you want. The ad will display as tall or short as it is designed.

Recommended sizes:
Tall Graphic: 2000 x 800 | Long Graphic: 2000 x 400
Sponsorship #2: Home Screen Buttons

Dimension Requirements for Bottom Menu Button

<table>
<thead>
<tr>
<th>BUTTON DIMENSIONS</th>
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</thead>
<tbody>
<tr>
<td>100w x 100h</td>
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<tr>
<td>Text up to 12 characters</td>
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</table>
### Dimension Requirements for Splash Screens
Displays when app launches

<table>
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<tr>
<th>TABLET DIMENSIONS</th>
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<tbody>
<tr>
<td><strong>Horizontal:</strong> 2048w x 1536h</td>
<td><strong>Horizontal:</strong> 1920w x 1080h</td>
</tr>
<tr>
<td><strong>Vertical:</strong> 1536w x 2048h</td>
<td><strong>Vertical:</strong> 1080w x 1920h</td>
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Standard Level Options
Sponsorship #4: Home Screen Sticky Banner

Dimension Requirements for Bottom Banner
Can replace menu buttons, or can be displayed on top

You can make this banner as tall as you want. The banner will display as tall or short as it is designed.

Recommended size: 2000 x 175

2000px
Sponsorship #5:
Rotating Banners

Rotating Banners:
Ads will rotate when the page refreshes or when the device is rotated.
Sponsorship #6: Rotating Tiles

Rotating Home Screen Ads:
 Ads will change each time you go to the main screen, or when you rotate the device.

Sponsorship #7: Push Notifications

You can use your push notifications as a place to advertise your sponsors!
Pro Level Options
**Sponsorship #8:**
**Full Screen Advertisement**

**Full Screen Advertisement:**
Ad will appear when clicking on a home screen tile, before the user gets to where the tile goes.
Sponsorship #9: Sponsored Presentations

Include up to three sponsor logos per presentation!
Sponsorship #10: Banner on ePoster Pages

**Dimension Requirements for ePoster Banner**

*Supports Rotating & hyperlinking to URLs*

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Sponsorship #11: Banner on Schedule Pages

Dimension Requirements for Planner Banner
*Supports Rotating & hyperlinking to URLs

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Sponsorship #12: Banner on Exhibitor Pages

Dimension Requirements for Exhibitor Banner

*Supports Rotating & hyperlinking to URLs

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**Sponsorship #13: Exhibitor Badges**

**Dimension Requirements for Exhibitor Badges**

Up to two badges per company

**BADGE DIMENSIONS**

400w x 400h

Transparent background .png
Expo Scavenger Hunt

Sponsor Opportunities
Endless Sponsor Possibilities with the eventScribe® App!

Allow your Sponsors to interact with attendees using the eventScribe Scavenger Hunt. Attendees will be encouraged to visit Sponsor booths to answer questions. It’s a win-win!
ACCESS RESOURCES
By scanning the QR code above, you can access a library of resources and templates for creating all of your mobile app graphics. You can also access the page by visiting this link: http://bit.ly/1f5OD0r